

## Quarterly Issues & Programs Report

April 1, through June 30, 2002

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# Section One: Problems & Needs

the Flint-Saginaw-Bay City-Midland market are: gathered from community organizations, the ten highest ranking problems and needs of Overview: Based on WNEM-5's ascertainment of community leaders and from data

- 1. Safety Issues (Personal/Civic/National)
- 6. Crime

2. Education (lack of funding)

7. Substance Abuse

3. Unemployment

8. Children's Health Concerns

4. Domestic Violence

9. Concerns of the Handicapped

5. Health Concerns

10. Lack of spiritual/moral values

# Section Two: Issues & Programs Report

designed to address the problem or need segments and public service announcements broadcast during the quarter (see above) Below each problem/need is a brief description of some news problems and needs determined by WNEM-5's community ascertainments. from April 1, 2002- June 30, 2002. The report is based on ten significant in the public file of WNEM-5 on July 10, 2002. The report covers the period Overview: The following is the quarterly "Issues & Programs" report placed



## Bay City, Michigan

## April 1, through June 30, 2002

ISSUE/TITLE/SOURCE

PROGRAM/TYPE

DATE/DURATION

## 1) Safety Concerns

\* 5:30 PM News

LOC/NEWS

comment on the state's plans to clean up dioxin contamination in the Tittabawassee River. "Dioxins" - This story provides information on a hearing at Swan Valley High School on May 13th from 7-9PM for the public to

\*Noon News

LOC/NEWS

04/03/02

"Airport Security" – Authorities detained a man at Flint's Bishop Airport after he had harassed flight attendants in route. There is a heightened awareness for suspicious behavior at all airports since 9-11.

\*6PM News

LOC/NEWS

06/01/02

:45

"Kidnapping at local mall" - A woman was abducted in broad daylight from a Burton shopping mall and subsequently raped and

**Buckle Your Baby** 

LOC/PSA

:60 PSA ran 191 times

these spots, WNEM TV-5 promotes our regular car seat safety checks. These PSA's promote WNEM TV-5's campaign to have all children properly seated in child restraint seats in all vehicles. Through

#### 2) Education

"State funding for education" - Governor Engler signed a school aid budget increasing state funding for schools next year.

\*Wakeup News LOC/NEWS 05/30/02

fallen in reading and writing among 4th, 5th, and 7th graders. "MEAP tests" - The state released results from Michigan MEAP tests. Student's social studies skills have improved, but scores have

"Bangor Township Bond issue" - School improvement bond proposal in Bangor Township has failed 3 times. Needed improvements \*6PM News LOC/NEWS 06/11/02

include fixing the school's roofing system. LOC/PSA :60 PSA ran 79 times

A WNEM TV-5 and Delta College PSA campaign promoting the importance of education by saluting this year's local area

#### 3) Unemployment

valedictorians and salutatorians

Benefits increase from \$300 to \$362 per week. This is the first increase since 1995. "Engler Bill" - Governor Engler signed a bill today to increase unemployment benefits for some jobless mid-Michigan workers." \*Wakeup News LOC/NEWS

"Flint Outsourcing Jobs" - The Flint City council must decide if city workers or a private contractor will pick up the city's garbage in \*Wakeup News LOC/NEWS 05/29/02

the future. Flint City budgeted 4.1 million for trash pick up, but the union says they can match that number.

"Summer jobs" - More than 351,000 Michigan teens are expected to get a job this summer. That is up more than 4,000 from last year. \*Wakeup News

LOC/NEWS

:20

## 4) Domestic Violence

\*5:30PM News LOC/NEWS 04/23/02

crime victims that have found various ways to fight back. It begins at 6PM and is open to the public. "Lansing Survivor Rally" - People from around the state are rallying at the State Capitol in Lansing tomorrow. The event recognizes

\*Wakeup News LOC/NEWS 04/28/02 2 minutes

at a sexual awareness event in Alma last evening in hopes of helping others. "Alma Sexual Assault Awareness" – The alleged victim in the Alma priest scandal spoke up about the crime after 20 years of silence

"L.A. Riots anniversary" - Ten years ago today the Rodney King riots occurred. The violence erupted after white jurors acquitted four white L.A. police officers in the videotaped beating of King. Fifty-five people died during the 4 days of violence. \*5:30PM News LOC/NEWS

Domestic Violence - Flint YWCA This PSA tells viewers where to get help if you are a victim of domestic violence LOC/PSA Ran a total of 30 times :10, :15, :30 spots

### 5) Health concerns

\*Noon News LOC/NEWS

even though warnings that a couch potato lifestyle may lead to heart disease and diabetes. "Couch Potatoes" – 70% of adults don't exercise on a regular basis. 40% aren't active at all. This study shows no improvements,

1 minute:30

\*11PM News LOC/NEWS 05/29/02

"Bridgeport Special Olympics" - Special Olympics athletes and volunteers took to the field at Bridgeport High School this morning Athletes from age 8 to adult took part in the events preparing for the state games in Mt. Pleasant the end of next week 1 minute:40

LOC/NEWS 1 minute:40

Genesee County - only one found in Vienna Township tested positive. minimize exposure to mosquitoes by wearing long pants and sleeves. So far this season, the state has tested eight dead birds from to humans through mosquitoes. In the worst cases, the disease causes encephalitis, meningitis and even death. Don't panic, but "West Nile Virus" – A dead crow found in Genesee County has tested positive for the West Nile virus. This virus can be passed along

#### 6) Crime

2 minutes:19

a special rehab program while in prison. "Drug Addiction Prison Rehab" - Women who have done drugs and done crime are trying to turn their lives around by participating in \*Wakeup News

LOC/NEWS

\*5PM News

05/29/02

"Bay City Crack Arrest" - An 18-year-old Bridgeport teen has been arrested in Bay City after trying to sell undercover officers about \$600 worth of crack cocaine

\*Weekend Wakeup News

LOC/NEWS

06/16/02

occurred last October. "Bearinger Building Rape Follow-up" – A Saginaw man may face life in prison after allegedly raping two women. The assaults

## 7) Substance Abuse

\*Wakeup News LOC/NEWS

"Midland Rave-ecstasy use" - Midland Police are taking action against club drugs including Liquid X, Special K, and Grievous Bodily Harm. New names for drugs, an age-old problem that police and parents need to be educated about.

\*5PM News LOC/NEWS

has reappeared. Side effects include a reduction in white blood cells. "Banned Mexican Aspirin" – A banned painkiller is being sold in the U.S. It was removed from the market by the FDA in 1979, and 06/04/02

\*Wakeup News LOC/NEWS

:21

"Atofina Chemical Plant" - One hundred Detroit families say they are sick after being exposed to chemicals emitted from a huge explosion at the Atofina chemical plant.

## 8) Children's Health Concerns

"Medical wrap" - A new study reveals why males have problems with their prostate. \*Wakeup News LOC/NEWS 04/30/02 2 minutes :21

\*5PM News LOC/NEWS 06/04/02 :13 "Childhood obesity" — Ilene Cantor explains how to prevent obesity from being passed on to your children.

\*Wakeup News LOC/NEWS 05/29/02 :21

prevent childhood injuries around the house. "Keeping Kids Safe" - More children are injured in the home during the summer months than any other time of year. Here are tips to

**Buckle Your Baby** These PSA's promote WNEM TV-5's campaign to have all children properly seated in child restraint seats in all vehicles. Through LOC/PSA :60 PSA ran 191 times

these spots, WNEM TV-5 promotes our regular car seat safety checks.

## 9) Concerns of the Handicapped

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\*5:30PM News LOC/NEWS

"Special Olympics Live" - Three thousand athletes are scheduled to compete in this year's games in Mt. Pleasant. A very special banquet is planned tonight.

\*Noon News LOC/NEWS 04/08/02 1 minute:16

"Amputation prevention" - Doctors at U of M say amputation can be prevented for diabetes patients if some simple steps are taken

disabilities through audio and visual exercises. "48 Hours" people with disabilities. The report tells of a woman left partially paralyzed following a stroke who became the first person to have brain cells from a pig fetus put directly in her brain; and, a brain therapy in France which can purportedly help children with learning This segment of the CBS news magazine, "48 Hours", focusing on scientific developments involving the human brain which can help CBS/NEWS 06/14/02 10-11PM

services and have failed to do research on the most serious psychiatric diseases. Includes interviews with Steven Hyman, former director of NIMH (National Institute of Mental Health), and Laurie Flynn, head of the National Alliance for the Mentally III. An interview with Dr. E. Fuller Torrey, a psychiatrist who charges that his colleagues and psychiatry in general have failed to provide

CBS/NEWS

04/21/02

7-8PM

## 10) Lack of spiritual/moral values

LOC/NEWS 4 minutes:15

discipline methods came into question. The Church is now under investigation. "Behind Church Doors" - Allegations of abuse at a non-traditional church, New Family Worship Center, have arisen when child

\*Noon News LOC/NEWS

evening. Almost 500 people went to Holy Redeemer Church in Burton to get answers. "Church Town Hall Meeting" - Catholics with questions about sexual abuse by priests met with top local leaders of the church last

05/29/02

\*Wakeup News LOC/NEWS

"Bishop Utener Speaks" - Saginaw Catholic Bishop Utener explained a new policy Bishops have in place that hold priests accountable for sexual abuse, yet allows them to remain priests.

Saginaw and is hosted by local parish priest, Father David Parsch. Half hour program focusing on spiritual and moral values and family issues. This show is produced by the Catholic Diocese of LOC/PGM Aired 13 Sundays 5-5:30AM

Exhibit A
WNEM5 Educational and Informational PSA's Ran During April 1 - June 30, 2002

		Local		PSA Time		Total PSA Time
Name	Source	State/National	Subject Area	(seconds)	Number Ran	(minutes)
Tie	Ad Council	National	Importance of education	<u>:</u> 60	142	142
Domestic Violence	Flint YWCA	Local	Domestic violence	:10	60	10
				:15	47	11
				:30	18	9
Troubled kids	Whaley Children's Center	Local	Help for emotionally troubled	:30	175	87
			Children			-
Dinomania	Cultural Center	Local	Children's learning exhibits	:30	50	25
				:10	8	<u></u>
Bob Costa	Parents as Teachers	National	Parents – role models	:30	46	23
Hate crime	Ad Council	National	Stop hate crimes	:30	31	15
Class of 2002	WNEM-TV/Delta College	Local	Importance of education	:60	79	79
Wiggins Kids	Ad Council	National	Drunk driving	:30	31	15
Image/Donut	Buckle your baby	Local	Child safety belts	:60	161	191
				:15		

#### Mon-broadcast Efforts Between April 1 – June 30, 2002

- 1. JUST SAY NO TO DRUGS WNEM-TV sponsored event took place in both Saginaw and Bay City, Michigan on May 18, 2002.
- 2. **BEST OF THE CLASS** WNEM-TV and Delta College sponsored picnic for the valedictorians and salutatorians and their parents of all local high schools took place on May 19, 2002.

#### COMMERCIAL LIMIT CERTIFICATION

I, Steve Sabato, in my capacity as Vice President & General Manager of television station WNEM-TV, Channel 5, Bay City, Michigan, hereby certify that for the period from April through June 30, 2002:

1) I am familiar with the commercial limits imposed by

- Section 73.760 of the FCC's rules (no more than 12 minutes per clock hour of commercial material may be broadcast during children's programming during the week, and no more than 10 1/2 minutes per clock hour on weekends);
- 2) Attached as Exhibit 1 is a true and correct list of all

children's programming aired during the period listed above;

3) Attached as Exhibit 2 is a complete list of all instances in which

the commercial time limits were exceeded for the programs listed in Exhibit

I during the period listed above.

originally produced and broadcast primarily for an audience of children 12

4) "Children's programming" when used here means programming

years old and under.

Certified by me this 9th day of July, 2002.

Vice President & General Manager
Title

Signature

#### COMMERCIAL LIMIT CERTIFICATION

#### Exhibit No. 1 List of Children's Programming Aired During Certification Period

"Children's programming" when used here means programming originally produced and broadcast primarily for an audience of children 12 years old and under.

Station: WNEM-TV

Certification Period Dates: 04/01/02-06/30/02

Blues Clues
7:00-7:30AM on 04/07/02, 04/14/02, 04/21/02, 04/28/02,
05/05/02, 05/12/02, 05/19/02, 05/26/02, 06/02/02,
05/09/02, 06/16/02, 06/23/02, 06/30/02 (also aired on
05/04/02 7-7:30AM and 05/04/02 7:30-8AM)
Little Bill
7:30-8:00AM on 04/07/02, 04/14/02, 04/21/02, 04/28/02,
05/05/02, 05/12/02, 05/19/02, 05/26/02, 06/02/02,

09/06/07° 09/17/07° 09/130/07° 09/30/07° 09/30/07° 09/07/07° 09/07/07° 09/15

Bob, the Builder 7:00-7:30AM on 04/06/02, 04/13/02, 06/02/02, 06/01/02, 06/02/02, 06/01/02, 06/0

Franklin 11:00-11:30AM on 04/06/02, 04/13/02, 04/20/02, 04/13/02, 05/25/02, 06/01/02, 06/08/02, 06/15/02, 06/22/02, 06/29/02, 06/08/02, 06/15/02, 06/20/02,

Certifying person's initials

#### Exhibit No. 2 COMMERCIAL LIMIT CERTIFICATION

List of all instances in which commercial time limits were exceeded.

Station: WNEM-TV

Certification Period Dates: April 1 - June 30, 2002

- NONE -

Certifying person's initials



CBS LELEVISION S1 WEST S2 STREET CBS TELEVISION

1264-879 (212)

#### **Ke:** CHILDREN'S TELEVISION COMMERCIAL LIMITS REPORT

July 1, 2002

Dear General Manager:

Attached is the CBS Television Network Certification of Compliance with the Children's Television Commercial Limits for the Second Quarter of 2002. Please give the certificate to the individual at your station responsible for the public file.

As you know, the Children's Television Act of 1990 requires every television station to place in its public file, no later than the tenth day after each quarter, documents certifying that all children's programming broadcast by the station during the quarter did not exceed the commercial limits imposed by the Act.

The attached document, which is suitable for placement in your public file, certifies that regularly scheduled children's programs distributed by the CBS Television Network were formatted to comply with the commercial limits, if they were broadcast by affiliates according to the sequence and schedule recommended by the Network in the additional documentation certifying that your station broadcast the core programs according to the sequence and schedule recommended by the Network, or, if you did according to the sequence and schedule recommended by the Network, or, if you did not do so, that all the programs, as broadcast, nevertheless did not exceed commercial limits.

With regard to non-regularly scheduled children's programs, the attached document certifies that such programs distributed by the CBS Television Network were formatted to comply with the commercial limits. You should augment this network certificate with additional documentation certifying that in broadcasting these non-regularly scheduled network programs, your station did not exceed the station break time formatted for local affiliate commercials.

In addition to your responsibilities with respect to network programming, you must place in your public file certification of commercial compliance for any other children's programs subject to the commercial limits (i.e., programs designed and broadcast primarily for an audience of children aged 12 and under) broadcast by your station within the quarter. You may wish to speak with your broadcast counsel about such

reports.

#### Children's Television Commercial Limits Report Page 2

Information pertaining to network programming to assist in your preparation of the Second Quarter, 2002 Children's Television Programming Report on FCC Form 398 was mailed to you on June 14, 2002.

If you have any questions, please contact your Affiliate Relations Regional Director or give me a call (212-975-4195).

Best regards,

Robert D. Shellard Vice President, Planning and Administration

Affiliate Relations

CHLD-CLR.DOC/2

#### WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS APTIN CHILDREN'S TELEVISION COMMERCIAL LIMITS

During the above period, the CBS Television Network ("CBS"), a unit of Viacom Inc., disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

OSMYED
LITTE BILL
BLUE'S CLUES
DORA THE EXPLORER
BOB THE BUILDER

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period April 1, 2002 through June 30, 2002, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. \$303a, and 47 C.F.R. \$73.670. Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;

When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.

Matthew Margo

Vice President, Program Practices

Date: July 1, 2002

(7)

(1)